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DISPOSABLE TAPE MEASURE SYSTEM

ABSTRACT OF THE DISCLOSURE

A tape measure system includes a tape of a disposable material with limited extensibility. The tape has a short leading edge and a parallel short trailing edge. The tape has long parallel side edges between the leading and trailing edges. The tape has a front face and a rear face. Indicia is formed on the front face and includes continuing indicia along the entire length thereof and repeating indicia along at least one side edge laterally spaced from the continuing indicia. A strengthening component is formed continuously along the length of the tape and fabricated of an essentially inextensible material.